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THE PLENTIFUL FOODS STORY Page 8

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Cover Page

Little folks, like the fellow who appears more than ready to dig into the turkey on this yuletide cover, are called into service regularly to help spread the word about plentiful foods. The campaigns are spearheaded by C & MS. See page 8.

ORVILLE L. FREEMAN
Secretary of Agriculture

S. R. SMITH, Administrator
Consumer and Marketing Service

Editor, James A. Horton

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Protecting Gift Citrus Packages from cold weather

The right type of carton can help insulate the citrus fruits you may send or receive this season

By Walter H. Redit

THE ORANGES and grapefruit you get or send in gift packages at Christmas may pass through the most inhospitable weather of the year before reaching their destination.

Just how much cold weather can the gift fruit withstand before it freezes?

U.S. Department of Agriculture tests show that in an outside temperature of 0° F., the longest exposure gift packages will safely withstand on your doorstep, on a terminal platform, or on the cold floor of a truck is about 1½ hours and this is so only if the box is tightly constructed.

A further drop in temperature, or windy weather, could cause the fruit to freeze sooner. The risk of freezing might also increase if the fruit were colder than the initial 45° F. of the fruit used in the Agricultural Research Service tests, a temperature considered representative of fruit shipped in December.

Of two types of boxes tested by USDA's Agricultural Research Service, citrus received greatest protection against cold weather when packaged in full-telescoping, corrugated fiber cartons. The telescoping top, and corrugated fiberboard liner with side and end panels, provided three 3/16-inch thicknesses of material on the sides and ends; and two thicknesses on top and bottom.

Less protection was offered against low temperatures by another, less tightly constructed, type of box: solid fiberboard, with two thicknesses or less of material surrounding the fruit. Hand holes cut in the ends of some of these boxes admitted cold air. At zero temperatures, fruit in this kind of box was protected from freezing for only half as long as fruit in the other box, or about 45 minutes.

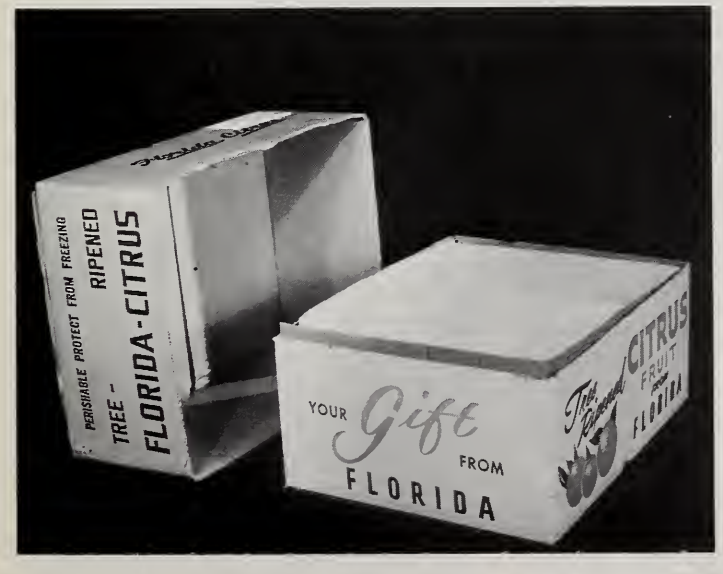
Smaller boxes (½-bushel) of gift fruit cooled faster than larger boxes (1-bushel) when the outside temperature was at 0° F. But, for an undetermined reason, at 20° F., both oranges and grapefruit in the more tightly constructed boxes cooled faster in 1-bushel lots than in ½-bushel containers.

Minimum exposure to low temperatures is most important for oranges. While grapefruit does not freeze as soon as oranges (because the grapefruit is usually larger) it should be given good protection if shipped separately instead of in combination gift packages used in the ARS tests.

Boxes delivered in uninsulated, unheated trucks should be covered with an insulating blanket and stacked away from doors, and out of direct contact with the floor and sides of the truck.

Scientists evaluated the boxes only with regard to their insulating value. However, the boxes also appeared to be satisfactory from the standpoint of strength and appearance, in general observations made during tests.

(The author is a mechanical engineer in the Market Quality Research Division, ARS, stationed at Beltsville, Md.)



Citrus packages received greatest protection in the carton shown above. It has a full-telescoping top and corrugated fiberboard liner with side and end panels.

Less protection against cold was offered by this type of box. This one is of solid fiberboard. Hand holes cut in the ends of these admitted cold air and reduced insulation.

Most Schools Serve Milk

Millions of school children benefit from milk provided at low cost under the National School Lunch and Special Milk Programs.

MILK'S UNRIVALED excellence is recognized in the Nation's schools. According to the U.S. Department of Agriculture's Economic Research Service, milk was available to 19 out of 20 children in public and private schools during 1962-63. (This, however, does not mean that 19 out of 20 children actually participated.)

This is a significant market for local dairymen, distributors, processors, and wholesalers, valued at $312 million in 1962-63. Of this, $285 million was spent by public schools compared with $192 million in 1957.

These burgeoning sales of milk are also credited with helping to stabilize the national market for fluid milk during the past decade.

The impetus for this increased consumption has come mostly from two national programs, both of which are administered by USDA's Consumer and Marketing Service. These are the National School Lunch Program and the Special Milk Program. They are designed to make the most of our agricultural abundance by helping to safeguard the health and well-being of the Nation's children. School children pay a nominal amount each meal—usually about one-half of cost—to participate in these programs. But needy children may participate at less than posted prices, or at no cost, if they are unable to pay.

During 1962, approximately 32.1 million children attending schools in the National School Lunch Program could obtain a plate lunch including a half pint of milk. Nearly 29 million of these pupils could obtain still more milk at reduced prices under the Special Milk Program.

An additional 8.8 million in schools not in the National School Lunch Program could get milk under the Special Milk Program at noon or at other times of the day.

During March 1962, about 675,000 needy pupils in public schools received milk without charge. The number in private schools was 99,000. These quantities are over and above the milk consumed as part of lunches provided free or at reduced cost under the National School Lunch Program. About 2.5 billion school lunches were served in 1962-63, and about 10 percent were served free or at reduced cost.

Almost 96,000 out of a possible 112,000 of the Nation's schools (enrollments around 43.5 million) served milk to their children, most as a part of a lunch program. But approximately 23,000 served milk only. About 16,000 schools with an enrollment of 2.2 million served neither milk nor food.

USDA reimburses participating schools for each half pint of milk served under the Special Milk Program. These payments, about 3 cents per half pint, encourage schools to serve more milk to children by enabling them to offer milk at less than cost. The Federal contribution also helps schools serve milk free or at reduced prices to needy children.

Prices students pay for milk in public schools vary. Under the Special Milk Program, the average price paid for a half pint of milk in March 1962 was 3.1 cents. In non-participating schools, it was 4.6 cents. The average National School Lunch Program school with the Special Milk Program charged 3 cents, and NSLP schools without the milk program charged an average 4.2 cents.

Both total and per capita milk consumption in the Nation's schools have increased since 1957. During 1962, consumption per pupil enrolled in public schools with lunch programs was valued at $10.02—against $8.94 per pupil during 1957. The wholesale price of milk increased very little during this period.

Increased school enrollments will play a large part in future expansion of milk consumption in our schools. By 1975, school enrollments may range between 52 and 58 million. A school population of 55 million by 1975 would be a gain of almost 20 percent over 1962-63.

Milk consumption could also be expanded if milk were served more than once a day in schools.

However, a rough guess is that one-third of all school children are not actually consuming milk at school, even though it may be available to most of them. To make the very most of our abundant milk production, some means must be found to get milk to children not yet being reached, or not drinking milk where it is available. ERS's survey shows that there are no major areas in the U.S. where milk is not available. And percentagewise, the small schools have the least milk service—about 13 percent of the pupils enrolled in them cannot get milk. But numerically, most of the children who cannot obtain school milk are in schools with 250 or more pupils. They usually attend elementary schools and live mostly in the Northeast and Midwest.

The Market for Food in Private Schools

Private schools offer wholesome, economical lunches for many of their students, providing a $77-million-plus market for the Nation's food—But it could be much bigger.

SCHOOL LUNCH programs in private schools are a major market for food in the United States.

How much of a market is not shown by current program statistics.

To get at this information, the Economic Research Service began a study in 1962 of a sample drawn from some 15,300 private grade schools and high schools.

Of the 15,300 private grade schools and high schools from which the sample was drawn, about 6,500 provided some kind of lunch service in 1962 for their 3 million or so pupils—approximately one-half of the children enrolled in private schools. About 5,000 of the 6,500 offered complete plate lunches under the National School Lunch Program, reaching about 2.3 million of the 3 million pupils. Each day, about 1.4 million, or nearly one-half of these pupils purchased complete plate lunches. This percentage of participation was about the same as in public schools participating in the National School Lunch Program.

Pupils in private schools in 1962 consumed 256 million pounds of milk, 22.4 million pounds of red meat, 10.5 million pounds of poultry, and 3.6 million pounds of fish. They also consumed millions of pounds of fruits and vegetables, bread and other bakery products, eggs, condiments, puddings, and other food.

These foods served in the private schools cost about $77 million—about $60 million of which was spent locally to add to the sales receipts of institutional suppliers, wholesalers, processors, and retailers in communities throughout the 50 States.

The remainder was food donated by the Federal Government through the U.S. Department of Agriculture and its Consumer and Marketing Service, which administers the National School Lunch Program.

USDA's Economic Research Service, which compiled these and other statistics pertaining to school lunches, expects this market for food in private schools to increase in the next 10 years. Reasons cited are an increase in pupil enrollments and more private schools offering lunches.

ERS reports that about 500 private schools with an enrollment of about 163,000 pupils had plans for adding lunch services within 18 months of the survey time. This is about 5 percent of the private school pupils who were without lunch service in March 1962. (Some of the latter had access to milk service.) However, approximately 2.8 million pupils were attending schools with no plans for school food services.

School lunches contribute materially to a child's mental and physical development. They also develop local markets and increase local consumption of farm products. Lunches now served to students in public and private schools constitute a billion-dollar industry—one of the large food service activities in the Nation.

There are a number of reasons why some private schools cannot offer lunch services. Similar problems face some administrators of public schools.

Some, for example, are too small to operate a lunch program economically for the number of pupils involved. There is little likelihood that several such schools might be consolidated into large ones as might happen in public school systems.

Furthermore, some private schools occupy buildings where the addition of lunch facilities would be difficult and costly. And in crowded schools, there is often a need for additional classrooms as well as kitchens and lunchrooms.

The use of centrally located kitchens has been suggested as one means of bringing school lunches to small private schools or others where installation of a school kitchen is not feasible.

Another problem is the financial burden involved in providing lunches free or at reduced prices to needy children in private schools participating in the National School Lunch Program. The proportion of needy children in these schools is similar to that in participating public schools, where approximately 1 lunch out of 10 is served free or at reduced prices to needy students, as the National School Lunch Act requires.

But in private schools not offering lunch services, the average ratio of needy children is about double that found in Program schools. In some private schools in low-income areas, even higher ratios are reported. This parallels the general situation found among some public schools and explains why such schools cannot sponsor lunch programs.

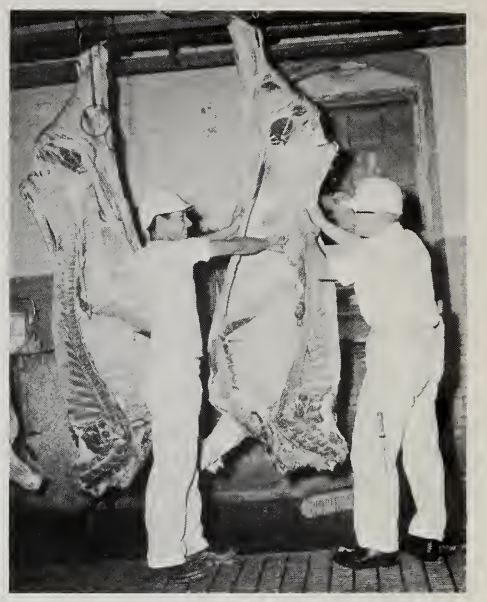
The Congress of the United States passed the National School Lunch Act in 1946—"to safeguard the health and well-being of the Nation's children and to encourage the domestic consumption of nutritious agricultural commodities and other food."

The Federal Government's contribution in cash provides an average reimbursement to private schools of about 4.4 cents per lunch served. In addition, donated foods distributed to schools from USDA's price-support and surplus-removal operations, and food purchased especially for schools in the lunch program are worth another 6.5 cents per lunch.

To further help schools in needy areas, USDA recently authorized cash reimbursement out of National School Lunch funds above the maximum 9-cent rate previously allowed. But even this may not be enough to enable the very poorest private schools to serve school lunches.

Youth Opportunity Workers Work Out Well

How C&MS's Meat Inspection Division and 44 youths gained mutually from the Youth Opportunity Program



A supervisor teaches this youth at one USDA-inspected meat packing plant.

THE U.S. DEPARTMENT of Agriculture's Consumer and Marketing Service this summer gave a key to the future to 143 "Youth Opportunity" employees.

The C&MS Meat Inspection Division took particular advantage of the program—part of the Youth Opportunity Campaign aimed at 16-to-21-year-old young people from low-income families—by hiring 44 youths to work in various phases of the meat inspection program.

Albert Martinez, a 16-year-old from Forth Worth, Texas, is an excellent example of those who took the challenge of the program seriously. Last spring when school was out, he applied for work at the Texas Employment Commission.

He was accepted for employment by the Fort Worth meat inspection office. He was assigned to on-the-job training under supervising veterinarian Dr. M. E. Hutto, at a Forth Worth meat packing plant, and began work on July 16.

Albert says frankly that he was "broke" when he took the job and had to borrow money to pay for his noon lunches until his first pay check came through. To save as much money as possible, he walked about a mile to and from his job every day.

Money earned by Albert during the summer helped support his mother, six brothers and a sister. In addition, he bought the school clothes he will need for the coming year and had money left over for savings from the nearly $400 he was paid.

Dr. Hutto praises Albert highly for his work. "He is the kind of boy I enjoy working with and helping," Dr. Hutto said. "He's always prompt, dependable, cheerful, and willing. I hope he's back with us next summer."

And if things work out as Albert hopes, he will be back.

"I'd like to make this my career, and I hope to become a meat inspection supervisor like Dr. Hutto. But I know I have a long way to go," he said.

Several others took advantage of the youth opportunity program by working for the meat inspection service.

Therese Mackin, 18, worked in the Boston meat inspection office to earn money toward her expenses while attending nursing school at Boston City Hospital. Charles F. Geffers, the administrative assistant at Boston MID, describes Therese as "highly competent and conscientious." Her work was clerical—typing, handling mail, answering phones, etc.

Four other young people were hired under the program in Milwaukee. According to Dr. R. F. Kieldsen, Area Veterinarian-in-Charge, they worked in the office and collected blood specimens for the Market Cattle Testing Program. This program, which forms the backbone of animal disease eradication control, is a cooperative program between C&MS and USDA's Agricultural Research Service. "The work performed by these young people is a real contribution to agriculture," Dr. Kieldsen said. "They filled a real need at a time when our workload was greatly expanded and additional help was hard to come by."

In Cincinnati, Emma J. Myers, 16, was assigned to mailing out regulations, instructions, and other memoranda to meat inspectors and to owners of federally inspected plants in the area. Though tedious, this is an important task, for all inspectors and plant managers must be informed rapidly of any changes in regulations or inspection procedures that help to assure consumers of a wholesome supply of meat. Emma quickly proved her worth by typing, routing correspondence, and answering the telephone to free permanent office personnel for other duties. She also assisted in preparing reports of livestock slaughter in southern Ohio and northern Kentucky—a job that requires a high degree of accuracy. "Emma's speed and efficiency in getting out these important mailings were outstanding," said Dr. Morse A. Gates, Area Veterinarian-in-Charge.

Other C&MS Divisions also benefited from the program. For example, the Food Distribution Area Office in Atlanta hired Michael Dobson, 16, from Fairburn, Ga., who handled numerous clerical chores competently. Michael had been a school "drop-out" but gained the encouragement and desire during his summer's employment to return to school in September.

Annette Carpenter proved to be a valuable asset to the C&MS duplicating unit in Atlanta. At a time when illness cut the permanent staff from three to two, and duplicating work began to backlog due to the Food Stamp Program expansion, she reorganized the mailing plates for some 70 different mailing lists in addition to making new plates for additions and corrections to other lists.

Numerous other young people proved to be outstanding employees under the program in C&MS offices across the Nation. They had several traits in common—a need for gainful summer employment, a sense of responsibility determination, and a dedication to their jobs.

Humaneness in Slaughtering Livestock

By R. B. Albritton

NEARLY 112 million animals were slaughtered under Federal supervision last year to supply the American public with meat.

In almost all cases, various humane methods were used to dispatch the animals with a minimum of pain and suffering.

Man has not always been so considerate. Brutal methods of slaughter were common in many of the Nation's meat packing plants less than 10 years ago.

Some members of the meat packing industry joined with humane societies and religious organizations in recognition of the need for improvement. Their interest resulted in the Humane Slaughter Act of 1958.

The Act, which is administered by the U.S. Department of Agriculture's Consumer and Marketing Service, has four purposes:

1. Prevent needless suffering of animals at the time of slaughter;
2. Provide safer and better working conditions for persons engaged in the slaughtering industry;
3. Improve products, while at the same time saving money in slaughtering operations;
4. Gain additional benefits which expedite an orderly flow of livestock and meat products in interstate and foreign commerce, to the advantage of consumers as well as processors.

The law called on the Secretary of Agriculture to designate, by March 1, 1959, those methods of slaughter that were considered humane. It specified that packers wishing to sell products to the Federal Government had until August 31, 1960, to put these designated methods into practice.

While the Act required only those meat packers selling products to the Federal Government to use humane slaughter methods, hundreds of slaughtering establishments have followed the example set for them and have installed humane slaughtering equipment.

Some non-federally inspected establishments have installed humane slaughtering equipment to conform to State humane slaughter laws patterned after the national law. Others have recognized that the humane slaughter of livestock is a growing trend in the meat industry and reflects the genuine interest and concern of consumers.

This recognition by the industry has been accompanied by long-range, basic research on the handling, restraining, and dispatching of food animals. Research has been conducted by the USDA in cooperation with Cornell University and the University of Minnesota, as well as by USDA's Agricultural Research Center in Beltsville, Md.

From this research, three methods of slaughter—chemical, mechanical and electrical—have been found to be humane.

The chemical method calls for the use of carbon dioxide gas on sheep, calves, and swine. It must be administered so as to produce surgical anesthesia in the animals quickly and calmly.

The electrical method can be used on swine, sheep, calves, goats, and cattle. It stuns the animal with an electric current, which likewise must be administered so as to produce surgical anesthesia quickly and calmly.

Captive bolt stunners or firearms are used under the mechanical method of humane slaughter on sheep, swine, goats, calves, cattle, horses, and mules. They must produce immediate unconsciousness, with a minimum of excitement and discomfort to the animal.

Humane slaughter also calls for the animals to be driven to slaughter areas with a minimum of excitement and discomfort. Areas through which the animals are driven must be free from hazards that might accidentally produce pain.

The C&MS Meat Inspection Division serves as a national clearinghouse to identify humanely-slaughtered food animals and the establishments in which slaughtering took place. Information is gathered continually from Federal meat inspectors in the field and published in the "Federal Register" at least once a month.

The Humane Slaughter Act contains provisions which keep it active and up-to-date. It establishes an advisory committee to consult with the Secretary of Agriculture and other USDA officials.

This committee represents a cross-section of persons interested in the slaughter of animals. It makes recommendations for continuing research in humane slaughter methods, and it suggests which methods should be designated as humane by the Secretary of Agriculture.

(Dr. Albritton is Staff Officer, Procedures and Requirements Staff, Meat Inspection Division, C&MS.)

Animals are driven to slaughter with minimum discomfort. Humane slaughter reduces suffering and benefits meat consumers and processors.

CONSUMER AND MARKETING SERVICE

Plentiful Foods

AUGUST 1965
PF-386

MONTHLY LIST FOR THE FOOD SERVICE INDUSTRY-A BUYING GUIDE FOR PUBLIC AND INSTITUTIONAL FEEDERS

United States Department of Agriculture-Consumer and Marketing Service Washington, D.C.

Feature

FRESH PLUMS

Other Plentifuls

CONCENTRATED ORANGE JUICE

GRAPES

BROILER-FRYERS

THE PL FOODS

The St. Louis Cardinals and the King Family, among others, work with USDA's C & MS to help you stretch your food-buying dollar.

The Consumer and Marketing Service coordinates abundant foods campaigns. Devices such as the above monthly publication, listing the plentiful foods for that month, guide the consumer and insure an orderly flow of food through regular marketing channels.

A PROFESSIONAL baseball team, a cow and a calf, and a hot dog 35 feet long have something in common. They all have been used to carry a message of plenty to U.S. consumers. The "plenty" in these instances were plentiful supplies of eggs, milk, and dairy products, and bread and other grain products. Other plentiful foods, also promoted during recent months, were beef, apples, red tart cherries, and prunes.

What goes into a promotion? Every meaningful attention-getter that ingenuity can devise. A phase of the egg promotion, for example, featured the St. Louis Cardinals at their Florida training camp feasting on five dozen eggs cooked in a gigantic fry pan. The occasion gave the team physician an opportunity to recommend eggs to the players because of their high-protein content, and one player remarked that his family of six bought eggs by the crate. The episodes were filmed and the films distributed nationwide.

The cow and calf visited Cleveland schools to publicize "June is Dairy Month," and perhaps to show some children where milk actually comes from. The 35-foot-long hot dog was concocted in Chicago to emphasize that "August is Sandwich Month." It was served to the King Family on their nationwide TV show, September 4, 1965.

Spearheading such promotions and other plentiful foods activity is the Plentiful Foods Program of the U.S. Department of Agriculture's Consumer and Marketing Service.

As a regular monthly service, the Department compiles a list of Plentiful Foods—employing its extensive fact-finding services to determine what foods will be plentiful and in need of additional merchandising attention. The list then goes to C&MS food distribution area offices where it may be modified to reflect regional conditions. The list, plus background information and merchandising suggestions, is widely distributed to the food trade well ahead of the month to which it applies in order to enlist cooperation in stimulating greater sales and consumption of the plentiful foods.

When foods face particularly difficult marketing problems, special promotions (like those for eggs, dairy products, and grain products) are undertaken at the request of the industry and in cooperation with the industry's own promotional efforts.

Plentiful Food Program activities are designed to help insure a smooth orderly flow of foods through regular marketing channels—thus absorbing production excesses, increasing farm income, and enabling the food trades to operate more efficiently and profitably. As this is accomplished, the consumer can continue to expect generous supplies of high quality foods.

Basically, this activity boils down to one fact—handling food marketing problems intelligently for the benefit of producers, food trades, and consumers. Extremely low prices for any foodstuff over an extended period of time would drive producers out of business and limit the great variety of food now available for consumers to enjoy.

Here are some examples of how the campaigns are organized and conducted. On January 6, 1965 the egg industry requested assistance through its trade association. On January 8, USDA announced the program and outlined briefly the steps to be taken. The Secretary of Agriculture sent wires on the same date to 23 food trade leaders urging them to cooperate in the nationwide merchandising effort. Many responses pledged cooperation.

The promotion then focused on activities that could be conducted immediately—wires, letters, and special releases to the food industry; special area fact sheets; personal contacts with key leaders in the food industry; and special articles for use by industry press and general mass media.

PLENTIFUL FOODS STORY

Ingenious gimmicks promote a smooth flow of plentiful foods in normal marketing channels by directing attention to foods in abundant supply.

This 35-foot-long hot dog is an example of resourceful promotion. It was used to support "August is Sandwich Month." The imaginative mouthful was served to the King Family on its September 4, 1965 TV show. Such promotion is aimed at the household shopper.

The second phase of the promotion coincided with the industry's annual March Egg Month Promotion. Material was developed to expand coverage and contacts. Industry and C&MS coordinated their resources and the activities began March 1.

State and local governments cooperated in many ways, tailoring their official publications to encourage the consumption of eggs. The Food Stamp Program and the National School Lunch Program actively endorsed and supported the promotion.

C&MS's food distribution area offices in Atlanta, Chicago, Dallas, New York, and San Francisco ignited interest in their areas by distributing over 46,000 special egg fact sheets to the food trade and related industries.

An international airline featured egg brunches. Famous chefs created egg dishes that were featured in local and national newspapers.

Climaxing these and other activities were the special events—ranging from Governors' proclamations to 21,000 hard-cooked, decorated eggs served in a Salt Lake City School Lunch Program, and to the St. Louis Cardinals and the gigantic egg fry pan.

During the spring of 1964 beef was in heavy supply. An appeal was made for everyone to eat beef.

Perhaps this kind of request had a presumptious ring about it—after all the United States is a worldwide leader in consuming beef.

But there was an emergency about the appeal. Beef producers of America—those who raise beef animals and those who feed them for market—needed help in marketing the highest level of beef production ever recorded in this country.

Beef became a plentiful food. Beef was available in quantities. It was high quality beef—readily available in local markets all across the Nation—at very attractive low prices.

Food editors joined the campaign. New ways for serving beef were developed. Suggestions for freezing beef were made available. "Eat Beef!" became a national slogan.

And eat beef the Nation did, helping to move efficiently an abundant food through normal channels of trade. By the first week in June, prices paid producers for fed steers were steady.

Everyone benefited from this beef promotion—producers, packers, the food distribution industry and, of course, consumers, who were able to stretch their food budgets while beefing up their menus.

The beef promotion aided in selling substantially more beef during the special merchandising drive. Since the promotion, beef prices have remained steady and no marketing problems were emerging in the beef industry at the end of fiscal year 1965.

The "June is Dairy Month" and "August is Sandwich Month" observances, which are designed to stimulate domestic consumption of milk and dairy products and bread and other grain products, are annual deterrents to food marketing problems in the dairy and grain industries.

Here are some random examples of the program's success:

A large variety store in San Francisco sold 8½ tons of prunes from a massive display during a 3-week period in April 1965, reflecting the effectiveness of C&MS's Special Prune Promotion.

A memorial hospital in Alabama, which must make the best use of its resources to stay operative, purchased its annual supply of frozen orange juice in one transaction—to take advantage of plentiful supplies and low prices. The hospital was tipped off by a C&MS Plentiful Foods Bulletin routed through the Alabama Hospital Association.

And a large office equipment company in California advertised—"June is National Dairy Month—we are featuring desks for big butter and egg men."

Provides growers with data that helps them decide whether to ship for the fresh or processing market

New Report Spotlights Apple Processing Market

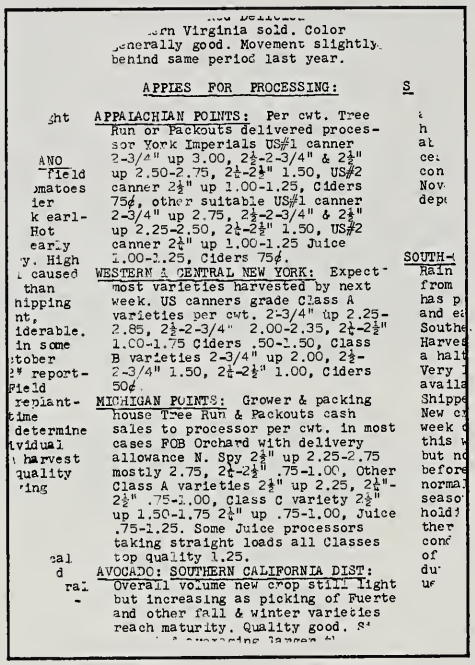
By Clay J. Ritter

WHERE CAN I get the best price—by shipping for the *fresh* market . . . or the *processing* market?

That's a question apple growers all over the country must answer at this time of year. The right answer may mean a better price, more profits for the grower.

This year, growers have more complete information to help them come up with the right answer—market information provided by the Federal-State Market News Service.

During the current apple marketing season, market reporters of the U.S. Department of Agriculture's Consumer and Marketing Service and cooperating State agencies are contacting major apple processors to learn what they're paying for various varieties, grades and sizes of apples.



...rn Virginia sold. Color
...enerally good. Movement slightly
behind same period last year.

APPLES FOR PROCESSING:

APPALACHIAN POINTS: Per cwt. Tree Run or Packouts delivered processor York Imperials US#1 canner 2-3/4" up 3.00, 2½-2-3/4" & 2½" up 2.50-2.75, 2¼-2½" 1.50, US#2 canner 2½" up 1.00-1.25, Ciders 75¢, other suitable US#1 canner 2-3/4" up 2.75, 2½-2-3/4" & 2½" up 2.25-2.50, 2¼-2½" 1.50, US#2 canner 2¼" up 1.00-1.25 Juice 1.00-1.25, Ciders 75¢.

WESTERN & CENTRAL NEW YORK: Expect- most varieties harvested by next week. US canners grade Class A varieties per cwt. 2-3/4" up 2.25-2.85, 2½-2-3/4" 2.00-2.35, 2¼-2½" 1.00-1.75 Ciders .50-1.50, Class B varieties 2-3/4" up 2.00, 2½-2-3/4" 1.50, 2¼-2½" 1.00, Ciders 50¢.

MICHIGAN POINTS: Grower & packing house Tree Run & Packouts cash sales to processor per cwt. In most cases FOB Orchard with delivery allowance N. Spy 2½" up 2.25-2.75 mostly 2.75, 2¼-2½" .75-1.00, Other Class A varieties 2½" up 2.25, 2¼"-2½" .75-1.00, Class C variety 2½" up 1.50-1.75 2¼" up .75-1.00, Juice .75-1.25. Some Juice processors taking straight loads all Classes top quality 1.25.

AVOCADO: SOUTHERN CALIFORNIA DIST: Overall volume new crop still light but increasing as picking of Fuerte and other fall & winter varieties reach maturity. Quality good. S...

This section of a report provided by the Federal-State Market News Service gives apple-growers much needed information about the apple processing market.

For many years, this type of information has been provided on the fresh apple market, but never before has there been comprehensive coverage of processing outlets.

Each Monday, the reporters telephone—occasionally visit—processors to gather these facts, then compile them into meaningful, usable market reports.

From several major apple production areas—Yakima Valley in Washington State, California, western and central New York, Michigan, and a four-State Appalachian area—the reports are wired into the Washington, D.C., market news headquarters office.

This information is then transmitted each Tuesday afternoon over a 20,000-mile leased teletypewriter network to market news offices around the country. It's released from market news offices in apple-producing areas throughout the processing season.

Shipping point market news offices in most of the major produce-growing sections of the country issue market reports daily—usually mimeographed reports distributed by mail, but often supplemented by reports on radio, television, or in local newspapers. The reports cover demand, market trend, and prices which the grower or shipper receives for fresh produce in carlot or truckload quantities. And they show volume of shipments by rail and, where available, by truck. The weekly processing apple information is included in these local reports.

In addition, the processing apple information is made a part of a "Weekly Digest of Shipping Point Information," compiled each Tuesday in Washington, D.C., which covers many crops besides apples. The "Digest" is released from four field offices in key locations each Wednesday to everyone interested in an accurate picture of fresh fruit and vegetable marketing developments.

Armed with this more complete information, the grower can now keep up to date on prices being paid by processors in each major apple production area, as well as on prices being paid in the fresh market, Thus, he is in a sounder position to make an important marketing decision—whether to ship his apples as fresh fruit, or to sell them to processors to be made into such products as slices, sauce, juice, and preserves.

The grower particularly needs this information if the apples he has for sale are equally suitable for either market. Naturally, he has to consider the variety and the characteristics of his apples. If his apples are of the red varieties and are well colored, he should look carefully at the fresh market where color brings a premium. On the other hand, if he has certain varieties, or if his apples lack color but are of large sizes, the processing market may be the better outlet.

Over the past several years, the market for processing apples has taken a bigger share of the total crop. Of last year's commercial apple sales, totaling 135 million bushels, 60 percent moved as fresh fruit. The other 40 percent went to processors—obviously an important market outlet for apples.

Market reports on apples—including information on fresh, and now on processing apples—are available free to growers, shippers, processors, and others interested on request to the field office issuing each report. Inquiries on where these offices are located, or requests for the "Weekly Digest", may be addressed to the Market News Branch, Fruit and Vegetable Division, C&MS, U.S. Department of Agriculture, Washington, D.C. 20250.

(The author is a member of the Market News Branch, Fruit and Vegetable Division, C&MS.)

A *PUSH* FOR BARTLETT PEARS

New Federal marketing order offers a method for bolstering the image of the pears and the income of the growers . . .

By Norman C. Healy

WHY SHIP FRUIT of a quality that brings little or nothing back to the producer?

A good question! In fact, a very serious *problem* for growers of Bartlett pears in the Northwest.

But they resolved to find a solution. The result? In 1966 they will embark on a new marketing program for their fresh fruit.

A Federal marketing agreement and order, the program is aimed at solving this "quality-price" problem that has continually plagued them.

Working through their cooperative, Pacific Bartlett Growers, Inc., growers and shippers in Oregon and Washington developed the program with assistance of the U.S. Department of Agriculture. In May 1965, USDA's Consumer and Marketing Service held a public hearing to obtain all available evidence—pro and con—on the proposed program. Then in August, growers, voting in a referendum, approved the program. Shippers also signed a marketing agreement, indicating their approval.

The marketing order offers a method of tightening up on quality standards to bolster grower income.

It's a simple fact of economics that when pears of low quality and less-preferred sizes hit the market in heavy supply periods, down goes the price and reputation for *all* pears—even the *high quality* pears. Growers suffer lower returns. For the lower quality and less preferred sizes, returns sometimes don't even equal the costs of marketing.

The basic idea of the new program is to prevent this—by keeping low quality, price-depressing pears off the fresh market during these critical heavy supply periods and restricting shipments to high quality pears that are in greatest demand.

California is the biggest producer of Bartletts. Of the 1964 crop, 64,000 tons—valued at $5½ million—were sold in fresh markets. But Oregon and Washington turn out sizable crops too. During 1964 some 1,500 commercial growers in the two Northwest States marketed nearly 46,000 tons in fresh channels through some 40 handlers for about $3 million. The main Northwest producing areas are Wenatchee and Yakima Valleys in Washington and Hood River and Medford areas in Oregon.

All three Pacific Coast States have cooperated in promoting winter pears, canning pears, *and* fresh Bartletts over the past several years. But real progress has been hindered in cooperative promotion of the fresh Bartletts.

Why? California fresh Bartletts have been covered by a Federal marketing order, permitting the industry to control quality of pears shipped in fresh form. But some California growers have objected to continuing with the Northwest industry in a well-coordinated, hard-hitting promotion campaign because of the lack of minimum quality standards—especially in big-crop years—for Northwest Bartletts.

Packing plant employees place lower grade pears on conveyer at left. Under new marketing order, these can be kept off fresh market during heavy supply periods.

Many Northwest growers and shippers of fresh Bartletts feel the new marketing order will result in greater promotional emphasis on their product through development of an effective three-State promotion campaign.

And many growers who sell all or most of their pears to processors agree that a strong *fresh* market is important to them. "The more pears that go to fresh market," they say, "the better our chances of a favorable cannery price."

The marketing order will be administered by a committee of eight growers and six handlers—nominated by the industry and appointed by the Secretary of Agriculture to serve for two-year terms. While the main feature of the program is authorizing regulations to limit the grade, size, and quality of pears, it also authorizes regulations for types of packs and containers used, to provide greater uniformity in shipments. And it provides for Federal and Federal-State inspection, as well as for establishing marketing research and development projects that improve marketing of fresh Bartletts.

Will the program accomplish its intended purpose—to give the Northwest industry a means of strengthening fresh market demand for Bartlett pears? To find out, it will be given a five-year trial run, beginning with the 1966 harvest, which begins in August. At the end of the five years, growers will have the chance to vote again, on whether the marketing order should be continued.

If the success that many fruit, vegetable, and tree nut industries have had with marketing agreements and orders is any gauge, the new program for the Northwest fresh Bartlett pear industry should indeed "bear fruit."

(The author is Chief of the Fruit Branch, Fruit and Vegetable Division, C&MS, USDA.)

CONSUMER AND MARKETING BRIEFS

6863 MORE JOIN EXISTING FOOD STAMP PROGRAMS

Food Stamp participation reached a new high in August 1965, when nearly 646,500 needy persons took advantage of this convenient way to improve their diets.

The August increase of 6,863 participants over July's total of 639,591 represents a growth in existing projects at a time when participation would normally decrease. No new areas were opened in August.

The participation increases occurred mostly in the Midwest, where nearly 44 percent of all participants are located. The Southwest and the West registered minor gains. The Northeast and Southeast recorded losses.

Total coupons issued during August had a value of $10.9 million, including $4.1 million of "bonus" coupons—additional food-purchasing power for needy persons.

PLENTIFUL FOODS FOR DECEMBER

Pecans, often considered a favorite nut by many consumers, are in such big production this year—a whopping 260 million pounds—that they top the Consumer and Marketing Service's list of plentiful foods for December. The crop is 50% larger than last year's, and 28% above average.

Other plentifuls are turkeys, from a bumper-size crop which also earned listing in October and November, and broiler-fryers, with December marketings estimated about a tenth greater than a year earlier.

This year's apple crop—placed at 134 million bushels, while slightly smaller than in 1964, is 9% greater than the recent 5-year average. (Particularly big crops are expected in New York, Michigan, and Virginia this year.) Expected production in the Eastern States is 67.3 million bushels, 11% above average; in the Central States, 28.8 million, 16% above average; and in the West, 38 million bushels, 2% above average.

The ever-popular peanut has broken all production records this year, turning in a crop of 2,391,000,000 pounds. That size crop is due to a record yield per acre—1,664 pounds, as against 1,569 pounds last year.

Cabbage is another plentiful, with a large early fall crop, which gives us our winter storage supply.

Onions are on the list, too. The late summer crop, the source of storage stocks throughout the winter, has set a new record.

Oranges and orange products, and red tart cherries wind up the list.

PACA MINIMIZED MARKETING RISKS IN 1965

Risks in the marketing of fruits and vegetables continued to be kept at a minimum during fiscal 1965 as a result of enforcement of the Perishable Agricultural Commodities Act.

In their job of enforcing PACA, officials of the Consumer and Marketing Service of the U.S. Department of Agriculture handled nearly 2,900 complaint cases. Some 2,300 of these were received as new cases during the year. Complaints can be filed under PACA by buyers and sellers of produce.

Amicable settlements were arranged in more than 950 reparation cases, resulting in more than $2½ million in payments to the interested parties. The largest settlement was for $39,700. And about 290 formal reparation orders were issued, amounting to nearly $710,000. The largest award issued was for $38,000.

About 480 PACA disciplinary cases were handled. Four-fifths of these involved misbranding of produce—as to grade, size, State of origin or net weight. The balance involved various violations of the Act, including failure to pay promptly for produce and failure to keep adequate records.

At the end of the fiscal year, 21,742 licenses were in effect. The income from license fees pays the costs of administering this code of good business practices.

111 MILLION DRINK MARKETING ORDER MILK

Figures projected through December 1965 show that around 111 million consumers—some 5 million more than last year—now get their milk supply through dealers who pay farmers for it at minimum prices set by Federal milk marketing orders.

The Federal orders do not regulate retail milk prices, but, because they stabilize marketing conditions between producers and dealers, consumers living in areas covered by the orders are assured of a steady supply of fresh, wholesome milk, at stable prices.

The 111 million consumers mark a new high for the use of milk marketing orders, which are initiated at the request of dairy farmers and administered by the Consumer and Marketing Service of the U.S. Department of Agriculture.

USDA records show that during 1965 about 160,000 producers were regularly supplying milk to Federal order areas. The farmers sold nearly 55.1 billion pounds of milk—valued at about $2.5 billion.

Federal milk marketing orders were operating in 73 marketing areas at the end of 1965, including most of the Nation's major population centers. Expansions in marketing areas covered by the orders, and the population growth in areas already covered, accounted for the increase in total population of the milk order areas.

The orders establish minimum prices to producers, based on current supply and demand conditions, which are the least that milk dealers can pay the farmers from whom they buy milk.

P&S DIVISION SETS ANOTHER RECORD IN SERVICES

The Packers and Stockyards Division has set another record in services to the Nation's livestock, meat, and poultry industries, and the consumers they serve. In fiscal year 1965, the P&S Division of the Consumer and Marketing Service, U.S. Department of Agriculture, received nearly 4,900 complaints—39 percent more than last year—from producers and others in industry. Actions handled by the Division resulted in payments of claims, and awards of reparations of more than $2.4 million.

During the fiscal year, the P&S Division:

1. Informally settled more than 3,600 complaints—12 percent more than last year—resulting in payments to claimants of more than $2.1 million.

2. Completed 96 formal reparations cases—resulting in orders awarding claims of more than $286,000.

3. Strengthened financial protection afforded the industry through a series of amendments to the P&S Act bonding regulations. When all of the 12,000 bonds filed with USDA have been adjusted to meet the new requirements, this protection will exceed $175 million.

4. Informally obtained improvement in the financial condition of nearly 300 P&S Act registrants—by a total of more than $5 million.

5. Provided information and engineering assistance on stockyard construction and facilities to 62 marketing firms.

The resulting efficiencies and economies should save market operators thousands of dollars. As a result of P&S Division suggestions at one market, for example, savings amounted to approximately $2,500 in construction costs and an annual saving of $2,000 in labor.

6. Put into effect new regulations which require: "prompt payment" for livestock purchased by agents; the use of scales equipped to issue printed scale tickets; and the testing of monorail scales used in meat packing plants.

7. Handled 743 complaints requiring formal action; 419 of them—24 percent more than last year—were disposed of, 324 are pending.

8. Increased the number of investigations of meat sales and promotion practices of major packing firms—to insure competitive marketing.

9. Check-weighed livestock at 363 markets—164 more than last year—to insure honest weights and accurate scales.

10. Reviewed reports on 12,355 tests of 5,616 livestock scales subject to P & S Act "scales and weighing" regulations.

11. Examined 1,058 new tariffs and 324 tariff supplements and amendments to insure that they were reasonable and non-discriminatory.

12. Reviewed all of the approximately 2,500 tariffs on file with USDA, seeking out any discriminatory features—a first step toward eliminating them.

13. Accomplished this increased workload—with its resulting increase in protection to the free and competitive livestock, meat, and poultry industries and therefore to the consumer—with only a two percent increase in its staff of less than 200.

MEAT TIPS

—from meat inspectors of USDA's Consumer and Marketing Service

Thorough meat inspection insures the consumer that even such small details as the lubricants used on meat processing equipment must be tested to insure that they will not contaminate the meat. Recently, a proposed lubricant was rejected when it was found to contain 0.5 percent of sodium nitrite. Present policy precludes using substances containing nitrite in meat processing, except in curing materials—and then only under rigid control and close supervision.

* * *

New soy products closely resemble meat that has been ground, flaked, chopped or diced. The use of these artificial meat products is closely supervised to insure that they are not used deceptively to give the illusion of a higher meat content than actually is in a meat product.

* * *

When the consumer buys a product on which the term "barbecue sauce" appears on the label, the product must taste and look like barbecue sauce was included, according to the USDA. A proposed pork loin product with this type label was examined recently and found to be indistinguishable from pork loin not treated with such sauce. USDA requires that if such a term is used the pork loin must have the consistency, color and other characteristics ordinarily associated with barbecue sauce.

* * *

Picture labels come under close examination by Federal meat inspectors, to prevent misrepresentation. USDA requires that the ingredients must be displayed on the label in the same form that they are used in the product. For example, if ground meat is used in a product, then slices of meat can't be shown on the label.

IN A FEW WORDS

The long-term growth of the entire rural economic and social structure is tied to success in maintaining a strong family farm system. That means the families on those farms must get, and keep, parity of income.

They know how to produce all of the food and fiber we need and want. They've out-paced every other sector of our production complex in efficiency.

The efficiency gains of farming and marketing, put together, make an impressive total. But the rewards for efficiency experienced by the two segments of the food economy reveal alarming disparity.

Unless our farmers unite to achieve an authoritative and equitable role in marketing, they will not in the long run obtain parity of income opportunity regardless of how effectively their production systems and supply management and price support programs are operated.

. . . Orville L. Freeman
Secretary of Agriculture

As a broad average and grand total our consumers eat well. But some do not. Insofar as some do not, there is loss everywhere—to the people themselves, to our national strength, and to business.

Attempts to meet this problem of inadequate nutrition and restricted market demand engage much of the time and effort of the Consumer and Marketing Service. The food programs administered by our agency have been given new emphasis and stature. These programs are a means of sharing with the hungry or undernourished among our citizens the benefits of our food abundance. They serve at the same time as a means to expand markets for food, in the interests of both farmers and the food trade.

. . . S.R. Smith
Administrator, C&MS

Study Finds Wheat Sedimentation Test Most Valuable

By Lawrence Zeleny

A CRACKER, a cake, a loaf of bread—they're all made from wheat flour. Their unique characteristics stem from the fact that this flour is ground from different types of wheat.

These wheat differences are usually spoken of in terms of strengths and weaknesses. A strong wheat will produce a large loaf of bread with good internal characteristics. Weak wheats, on the other hand, produce a small loaf of bread with unfavorable internal characteristics. Strong wheats, therefore, are preferred for making bread flour and the weak wheats for cakes, cookies, crackers or pastries. The baker buys flour blended to suit his needs.

The big question facing the miller is which wheat is strong and which is weak.

Wheat strength is best measured by carefully controlled milling and baking tests, using a baking method that is sensitive to small differences in strength. This elaborate process would be impractical for routine inspections, so other means of predicting the bread-baking quality of wheat have been devised.

The most widely used tests are the protein content test, the farinograph, and baking tests. For the past 17 years a leading midwestern commercial cereal laboratory has surveyed the quality of the U.S. hard red winter wheat crop using these tests. For the past six years hard red spring wheat has been included in their surveys.

A few years ago an organization of wheat producers asked the lab to add an additional test—the sedimentation test—to its studies and to send its findings to the U.S. Department of Agriculture for statistical analysis. The results of this analysis indicate that the sedimentation test is more reliable in predicting bread-baking quality than the protein content test or any of the "farinogram" characteristics. In addition, the sedimentation test was quicker and required less costly equipment than the other tests.

Briefly, this is how the test is conducted: A sample of wheat is run through corrugated steel rolls and sifted through a 100-mesh sieve. A portion of the resulting flour is mixed first with water, then with a lactic acid reagent in a cylinder and allowed to settle. The volume of sediment in cubic centimeters after setting for 5 minutes is the sedimentation value. The higher the sedimentation value, the stronger the wheat.

For the survey of the 1964 crop, 2,716 samples of hard red winter wheat and 920 samples of hard red spring wheat were tested. In most cases the wheat samples were taken right after harvest from trucks of wheat being delivered from farms to country elevators. Samples were obtained from the wheat-producing areas of Texas, Oklahoma, Kansas, Colorado, Nebraska, Wyoming, North and South Dakota, Montana, Missouri, Illinois, and Minnesota.

For quality measurements the laboratory subjected each of the wheat samples to chemical and physical tests including protein, milling, baking, farinograph, and sedimentation tests.

To obtain an overall evaluation, a numerical "flour evaluation score" was determined for each sample of wheat. This score is designed to reflect the relative suitability of the flour milled from the wheat for bread production. It is based on bread score, dough handling properties, mixing strength as determined by the farinograph, and the ratio of bread loaf volume to protein content. Greatest emphasis is on the bread score which, in turn, is based primarily on the volume and internal quality characteristics of the loaf.

Statistical analysis showed that the sedimentation value correlated more highly with the flour evaluation score than did any of the other test results.

Sedimentation value also correlated more highly with mixing time, mixing tolerance, M.T.I. value, and valorimeter value than did the protein content. Protein content, however, correlated more highly with water absorption and with loaf volume than did the sedimentation test.

Bread loaf volume is sometimes used as a sole measure of baking quality since it can be determined simply and objectively after the baking test is made. Most cereal chemists agree, however, that loaf volume is only one of the important characteristics relating to bread-baking quality and that other factors such as crumb grain and texture and dough characteristics must be considered to obtain a proper evaluation.

Wheat of inferior bread-baking quality, such as soft wheat or hard wheat with poor mixing tolerance, may sometimes be capable of producing bread of good loaf volume under ideal conditions, but such bread is likely to have poor internal characteristics or the dough may have poor handling properties. A score, such as the flour evaluation score, is considered to be more reliable than loaf volume alone as a measure of the quality of wheat for the production of bread.

Another finding of the study was that the use of both the sedimentation test and the protein content test in combination provided no better measure of baking quality than did the sedimentation test alone.

Based on these results and on the results of similar surveys conducted on the 1962 and 1963 wheat crops and other studies conducted in several countries, the sedimentation test developed by USDA's Consumer and Marketing Service is considered to be the best single, simple method of predicting the bread-baking quality of wheat.

(The author is Chief of the Standardization and Testing Section of C&MS's Grain Division)

This market news reporter attends an afternoon auction sale. From vantage point of balcony, he evaluates each cow or hog, records the grade, weight, price, and reports on all sales.

A DAY IN THE LIFE OF A MARKET NEWS REPORTER

By William H. Curtis

Mondays are busy days for Gary Mills, one of about 100 livestock market news reporters employed by the Consumer and Marketing Service of the U.S. Department of Agriculture to keep the livestock industry informed about its markets. Besides the daily sales at the Baltimore Union Stock Yards (initialed B.U.S.Y.), Gary must also report on the afternoon's auction sale at the nearby West Friendship Auction Market.

At 8 a.m., August 2, Gary leaves his office in the Livestock Exchange Building at B.U.S.Y. With him is Tom Morris, a college graduate training to be a Maryland State livestock reporter. Before the morning sales begin at the terminal market, they make a circuit of the cattle, sheep, and hog pens to evaluate the livestock.

Judging livestock on-the-hoof for its quality, age, and fatness is one of the most difficult steps of reporting. To write accurate reports, he must be as knowledgeable in this field as the most skilled commission salesman, rancher or buyer. If, for instance, a load of steers has been fed and watered too close to sale time, he must be able to recognize it and to estimate the amount of shrinkage and take this into consideration in preparing his market report.

Before the sales, a reporter often talks with the commission men, buyers, and sellers to get their opinions of the livestock and estimates of sale prices. Walking through one driving alley, as an example, Gary notices a pen of 1000-pound slaughter steers which, almost at a glance, appear to be choice quality. John Cooper, a commission man, joins him while he is appraising the cattle. Mr. Cooper points out their obvious quality and mentions that the owner has a reputation for raising fine slaughter steers. Even though he considers the opinions of others, he must also use his own evaluation in preparing the report.

Gary has organized his mornings into a series of scheduled stops, a practice used by many reporters to help meet deadlines. Once they have seen all the livestock, they leave the pens until the majority of the sales have been completed. Then they retrace their earlier round, this time to record the trading.

Gary checks the number of cattle sold, and the trading activity, or the pace at which trading occured. Next, he determines price trend by comparing the sales on slaughter steers and heifers, cows, bulls, and feeders against the previous day's sales. Finally, separating the cattle receipts according to type, grade, and weight, he lists prices most representative of the classes sold.

From Mr. Cooper, Gary learns that the steers he looked at before sold for $26.50 a hundredweight. The price is the same as the one quoted to him a moment before by the buyer (he frequently double-checks sale information with both buyer and commission men). He combines this sale with other sales of choice slaughter steers to arrive at a representative price for his report.

With this and similar information from the hog pens, Gary returns to his office to write. His report, like all C&MS market news, is sent via the leased teletypewriter service to the other Livestock Division Market News offices and to the wire services which flash it to their clients on radio, TV and in newspapers.

In addition, most market news offices record broadcasts for radio, and sometimes for television. Between teletype reports, Gary telephones Baltimore and Chicago livestock market news to six Maryland and Pennsylvania radio stations, which record these calls and play them later in news broadcasts.

After making a final check of sales, and after sending out the closing teletype report, Gary drives to the Friendship Auction Market for the Monday afternoon sale.

Reporting an auction market is essentially the same because the news is alike. The biggest difference, that of reporting procedure, is a result of the difference between the operation of the two markets. In an auction market, livestock is not sold as in the stockyard, by pens, but from an auction ring. The cattle are usually sold singly or a few at a time, rather than in larger groups, as is usually the case in terminal markets.

After a cow or hog is let into the ring, the reporter has a few moments to evaluate the animal while the sale is in progress; then he records the grade, weight and price. When all the sales have been completed, he writes his report and makes it available.

News from auction markets is made available to those who need it. Generally, the extent of distribution depends upon the importance of the market. In the case of the Friendship Auction, Gary mimeographs the reports for local distribution and also records them for a nearby station.

(The author, a University of Maryland junior, was a 1965 summer trainee in C&MS's Information Division.)

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They're Making A Good Program Better!

FOOD STAMP Programs are parts of the community they serve, and, like any successful community project, attain their objectives more quickly when someone makes an extra effort to accelerate them. The U.S. Department of Agriculture's Consumer and Marketing Service cites here some examples of extra efforts—by those anxious to make a good program better.

A banker, the only one in Galena, Kan., offered the use of his bank's conference room for grocers' meetings. He did the same to house Cherokee County's mobile, food-stamp-issuing unit when it visited Galena. He also gave the issuing officer a cashier's check without fee for the large cash receipts the officer gathered from selling food stamp coupons.

The banker provides his larger food-retailing customers with free rubber stamps to cancel the coupons they take in trade. He also made a special loan so a food stamp eligible could pay off an old grocery bill and participate in the program. And he sponsored and advertised a civic meeting at which the program was explained. Since the meeting, participation in the FS Program doubled in Galena.

A Kansas merchant reported his alcoholic beverage sales dropped 90 percent since he has participated in the FS Program. (Food-stamp coupons cannot be used to buy nonfood items.) This development is pleasing the merchant because he is selling more wholesome food to those who need it. He is urging his non-participating, eligible customers to get into the program as soon as possible.

Many communications from retailers and wholesalers attest to the simplicity of the FS Program, the small amount of bookkeeping required, and the ease with which grocers and wholesalers get their money out of the coupons. One wholesaler in West Virginia, however, apparently striving for super efficiency, has a machine that cancels and counts food-stamp coupons in one operation. The machine eliminates errors in counting and possible confusion in making bank deposits. Other wholesalers may borrow the machine to speed up their operations and render super service to their FS customers.

In Hall County, Ga., the FS officer-in-charge is constantly pushing the nutrition theme. And the Hall County Department of Family and Children Services provides transportation and baby sitters for mothers wishing to attend nutrition classes. Thus, many mothers, who would otherwise be unable to attend the classes, are learning how to make the most of their increased food-buying power. This type of service and instruction with variations is available in many other food stamp areas.

The State Food Stamp director in Connecticut and two of his assistants went into a housing project to sign up applicants, after an intensive newspaper and handbill barrage. Before the visitation, only five families were in the program. During the visitation, about 40 residents applied. What is more, the director and his men have a permanent invitation to use the project's facilities as needed for accepting applications, and the local newspaper is announcing weekly that the project is an information and action center for the FS Program.

Also in Connecticut, some identification and purchasing cards are printed in both English and Spanish. When the cards were first completed, a case worker commented that his Puerto Rican clients could read the English more readily than the classical Spanish. He then translated the message on the card into idiomatic Spanish. This illustrates an awareness of participants' needs that is vital to the continued success of any FS Program.

And the officer-in-charge of the Hamilton County, Ohio, project area reports that the County's FS Program and programs in all areas in the U.S. are indebted to the local Clovernook Home for the Blind. The Home publishes a monthly magazine in braille that has a nationwide distribution. The magazine's editor has promised to publish an article on the Food Stamp Program as soon as his printing schedules permit. This article should certainly reach many FS eligibles that could not otherwise be contacted.

These and other examples of initiative, resourcefulness, and unsolicited aid from unexpected sources are helping to make a good program better.